



**ASX Announcement**  
**6 October 2020**

## **WNB signs exclusive distributor agreement for Novalent Shield+ active alcohol-free anti-microbial hand sanitiser**

### **Highlights:**

- **WNB subsidiary Giving Brands Company appointed by Novalent, a US biotechnology company, as its exclusive distributor of Novalent Shield+ hand sanitiser in Australia and NZ**
- **Novalent Shield+ is an alcohol-free, anti-microbial hand sanitiser product that uses patented technology to deliver significant protection from germs**
- **Initial 1-year term, with 2-year extension on meeting minimum order targets**
- **Complementary product to single use MICRO19 hand sanitiser range**

**MELBOURNE: 6 October 2020:** Wellness and Beauty Solutions Limited (ASX: WNB) ("WNB" or "the Company") has today announced subsidiary company, The Giving Brands Company Pty Ltd (GBCo), has secured exclusive distribution rights to sell Novalent Shield+ to retail customers in Australia and New Zealand from Novalent Biotech, Inc<sup>1</sup> ("Novalent"), a US-based biotechnology engineering company. The exclusive distribution rights currently exclude online sales via the Novalent website which will continue to be serviced by Novalent.

Novalent Shield+ uses a patented technology<sup>2</sup> developed in the United States which provides a safe and protective antimicrobial barrier on the skin. The length of protection has been independently verified by a world class laboratory based in the United States.

The technology is based on a patented non-toxic monomolecular layer that protects against harmful germs after application. The long-lasting and protective layer is not removed by hand washing, only as skin is shed. The product is alcohol-free, making it gentle on skin, and kills germs on contact.

The exclusive Distribution Agreement is for an initial one-year term, with an option to extend for a further two years subject to GBCo achieving a minimum purchase GBCo will initiate product sales in Australia in September 2020 through its strong retail pharmacy and grocery channels, and via online other than the Novalent website.

The Distribution Agreement contains standard termination rights which allow Novalent to terminate for unremedied breach, insolvency, or suspension or cessation of business.

WNB Managing Director Christine Parkes said: "This is a very exciting product that provides an alternative for families and people looking for a single daily application sanitiser product. It is alcohol-free and gentle on skin making it suitable for use on children's delicate skin and those sensitive to the harsher sanitiser products."

<sup>1</sup> Novalent was established in the United States in 1981 as IndusCo Ltd until a name change in May 2020 It began selling Novalent Shield+ in Australia in June 2020, and in the US from August 2020.

<sup>2</sup> Patent US 10,328,020 B1 - Durable skin sanitizers containing water stable antimicrobial silanol quaternary ammonia compound; Patent US 10,531,664 B - Water stable antimicrobial silanol quaternary ammonia compound; Patent US 10,010,080 B2 - Process for the production of partially polymerized antimicrobial silanol quaternary ammonia compounds.

"Adding Novalent Shield+ to our brand portfolio is all about providing consumers with options and seeking to secure more shelf space with existing and new retailers. We consider Novalent Shield+ is a complementary product to our existing MICRQ19 hand sanitiser range. In an environment where hand sanitising will remain an ongoing part of daily routine, providing consumer choice is highly important."

Concurrent with retailing Novalent Shield+ via an e-commerce channel (online shopping platform), GBCo is adopting a focused approach to the launch of the range.

"The initial stage is to leverage the Company's strong retail channels in the Australian market from October 2020, to be followed by expansion into the NZ market as soon as possible," Parkes said.

Kevin Parrish, Chief Executive Officer of Novalent added: "We are excited for the launch of our personal care technology with a trusted partner. We are pleased that it also allows us to provide a product to help people across Australia and NZ to protect themselves during a testing time."

-- ENDS --

This announcement has been approved for lodgement by the Board of WNB.

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**About Wellness and Beauty Solutions Limited**

Wellness and Beauty Solutions Limited has a suite of owned and licensed wellness, beauty and lifestyle brands. Our suite of brands is sold to the professional and retail markets via our wholly owned subsidiaries The Giving Brands Company Pty Ltd and True Solutions (TSA) Pty Ltd.

**About Novālent**

Novalent® is a leading US biotechnology engineering firm which has pioneered the development of long-lasting technology to protect against bacteria and viruses. Novalent® technology is based on a patented, non-toxic monomolecular layer. Used by leading US firms including PepsiCo, Pilgrims and HanesBrands, Novalent is private equity backed and is headquartered in Greensboro, North Carolina, with sales offices in five locations around the world.

Further details of Novalent® and its technology can be located at:

<https://novalentshield.com.au>

<https://novalent.com>